

REMARKS

In the Office Action mailed April 7, 2005, the Examiner noted that claims 1-22 were pending, and rejected claims 1-22. Claims 1-4, 11-18 and 20-22 have been amended, new claim 23 has been added and, thus, in view of the forgoing claims 1-23 remain pending for reconsideration which is requested. No new matter has been added. The Examiner's rejections are traversed below.

Page 2 of the Office Action rejects all claims under 35 U.S.C. § 103 over Aho, Gerace and Shtivelman.

An Interview was conducted with the Examiner and the substance of the interview is included herein.

Aho discusses a system that presents a video of a scene and different objects in the scene can be presented to the user via a virtual reality system that presents the user with a virtual reality image of a part ("popped out" part) of the real scene. As the user travels the route a communication channel can be set up between the user and the virtual reality objects in the scene.

Gerace discusses a system for generating a profile of users based on the computer activity and advertisement viewing habits of the users. That is, as the users view advertisements histories are created. These histories are analyzed to allow the system to customize advertisements future advertisements. Pages can be produced for the user that include ads that reflect the histories.

Shtivelman discusses a system that helps an agent of a chat session. The system analyzes the text of the chat for keywords. The keywords can be associated with a product or the keywords can be associated with a data repository of prior chat sessions. When keywords of products or keywords associated with prior chat sessions are recognized, the key words are displayed in one of the windows of an interface showing the text of the chat in a chat text window 173/174 (see figure 8). If the key word is for a product, it is shown in the product keyword window 177. If the keyword is about the chat session, the keyword is shown in a dialog summary window 175. Shtivelman merely displays the keywords recognized.

In contrast, the present invention, as discussed with the Examiner allows a user to set up a chat with a virtual store sales person associated with a product, such as a dress, that is being displayed to the user at the users request. During the chat, the chat text is analyzed looking for product related key words. When a "key word" of the product is encountered the "attribute" of

the product associated with the key word is emphasized in the image of the product. Aho, Gerace, and Shtivelman, together or alone, do not teach or suggest such a system.

New claim 23 emphasizes displaying the product, analyzing the chat and then emphasizing product attributes corresponding to the key words in the displayed product. Nothing in the prior art teaches or suggests such. It is submitted that these new claims, which are different and not narrower than prior filed claims distinguishes over the prior art.

It is submitted that the claims are not taught, disclosed or suggested by the prior art. The claims are therefore in a condition suitable for allowance. An early Notice of Allowance is requested.

If any further fees, other than and except for the issue fee, are necessary with respect to this paper, the U.S.P.T.O. is requested to obtain the same from deposit account number 19-3935.

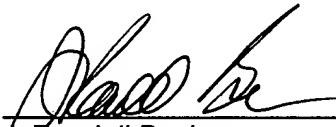
Respectfully submitted,

STAAS & HALSEY LLP

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8/3/5

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